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## Does promotion and islamic business ethics increase consumer loyalty? Empirical evidence on Resto Kampoeng Banyumili Salatiga

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ARTICLE INFO	ABSTRACT
<b>Keywords:</b> Promotion; Islamic Business Ethics; Consumer Loyalty	<p>This research was a quantitative research that aimed to find out how the influence of promotion and Islamic business ethics on consumer loyalty in Kampoeng Banyumili Resto Salatiga. The analysis of the research was use Structural Equation Modeling (SEM). The results showed that promotion did not directly affect consumer loyalty, but it had a significant influence on buying interest. The buying interest had a significant influence on purchasing decision and it had a significant influence on fulfilling expectation. While the fulfilling expectation significantly effected on satisfaction and on customer loyalty, whereas Islamic business ethics had a significant effect on consumer loyalty. This study concluded that promotion did not directly affect consumer loyalty but passed buying interest, purchasing decision, fulfilling expectation, satisfaction and new customer loyalty.</p>
	<p>****</p> <p><b><i>Apakah promosi dan etika bisnis Islami meningkatkan loyalitas konsumen? Bukti empiris di Resto Kampoeng Banyumili Salatiga.</i></b></p> <p>Penelitian ini merupakan sebuah penelitian kuantitatif yang bertujuan untuk mengetahui bagaimana pengaruh promosi dan etika bisnis islam terhadap loyalitas konsumen Resto Kampong Banyumili Salatiga. Analisis data dala penelitian ini menggunakan <i>Structural Equation Modelling</i> (SEM). Penelitian ini menunjukkan bahwa promosi tidak berpengaruh secara langsung terhadap loyalitas konsumen akan tetapi promosi berpengaruh secara signifikan terhadap minat beli, minat beli berpengaruh signifikan terhadap keputusan membeli, keputusan membeli berpengaruh signifikan terhadap ekspektasi terpenuhi, ekspektasi terpenuhi berpengaruh signifikan terhadap kepuasan, kepuasan berpengaruh signifikan terhadap loyalitas konsumen, sedangkan etika bisnis islam berpengaruh signifikan terhadap minat beli dan berpengaruh terhadap loyalitas konsumen. Penelitian ini menyimpulkan bahwa promosi tidak berpengaruh secara langsung terhadap loyalitas konsumen akan tetapi melewati minat beli, keputusan membeli, ekspektasi terpenuhi, kepuasan dan baru loyalitas konsumen.</p>

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## 1. Introduction

Food is one of the basic needs that must be met by every human being. But in reality, not all food businesses are able to last long among the swift currents of competition. Indonesian culinary tourism is a tourism industry that is currently experiencing rapid development (Wibowo, 2013). As for Salatiga, the culinary business is currently on the rise in Salatiga, one of which is the Kampoeng Banyumili restaurant located on the Salatiga Muncul highway, precisely in the area Gedangan village near the Edi Mancoro cottage complex. This restaurant offers a concept of views and a rural atmosphere such as enjoying a meal in the Gazebo in the side of rice fields, decorated with views of the Telomoyo Mountains and the cool air of Salatiga. Not only that matter, this restaurant also applied Islamic business ethics in its operations.

Islamic business ethics is a combination of business with ethical values coupled with spiritual (religious) values. Islamic business ethics functions as a controlling (regulator) of economic activity. Business ethics is used to control business competition therefore it is not to stay away from existing norms. In Islamic business ethics there are several principles that become a reference in performing business in accordance with the teachings of Islam, namely balance or justice (*'adl*), free desire (*free will*), accountability (*responsibility*), and truth (Rafik Issa Beekum, 2004).

Amid the swift flow of intense competition among culinary entrepreneurs, hard efforts are needed to win the competition that keeps consumers loyal. Consumer loyalty is absolutely necessary therefore the Kampoeng Banyumili Salatiga restaurant will continue to survive and continue to grow to gain increasing profits, and a restaurant that wants to get loyal Muslim consumers must pay attention to Islamic sharia rules and Islamic ethics in its business.

The factors influence consumer loyalty have been conducted by previous researchers (Daud & Busiastuti, 2013). Promotion has an influence to consumer loyalty (Nurullaili & Wijayanto, 2013). However, several studies indicate that the type of promotion does not have a significant effect on consumer loyalty (Selang, 2013). Promotion does not affect consumer loyalty (Supandi, 2009; Tulandi, Lotje, & Imelda 2015; Satmoko, Ekowati, & Sari, 2005). Based on this description, research on the effect of promotion there are different results (*research gap*).

Some research on the factors that influence consumer loyalty has been conducted by previous researchers. Promotion gives a significant effect on customer loyalty of PT. Kristo Aditama. The results of this research indicate that promotion provides an influence that can produce customer loyalty PT. Kristo Aditama (Daud & Busiastuti, 2013). The fact of a study Tjahjaningsih (2013) that promotion has a positively significant influences to the customer loyalty.

In contrast to the above research Selang (2013), conducted a study which stated that partially, products and prices had a significant effect on consumer loyalty but promotion and place did not significantly influence consumer loyalty. Given that promotions and places have a weak influence on consumer loyalty, management should pay attention to and enhance the role of promotion and site selection in company marketing planning.

Other research stated that promotion has no effect on consumer loyalty (Supandi, 2009; Tulandi, Lotje, Kawet, & Imelda, 2015). Other research is also conducted partially, the effectiveness of pricing and distribution policies influences consumer purchasing decisions while the effectiveness of product and promotion policies does not affect consumer buying decisions (Satmoko, Ekowati, Setiawan and Sari (2005). From previous studies has shown differences research findings regarding the effect of promotion on consumer loyalty and there was no similarity in the results of research related concepts and can support the success of promotion on consumer loyalty, therefore this study wants to resolve this.

From previous studies has shows there were differences in research findings regarding the effect of promotion on consumer loyalty and there was no similarity in the results of research related concepts and can support the success of promotion on consumer loyalty, therefore this study wants to resolve this and answer whether ethics Islamic business applied by Resto Kampoeng Banyumili had an influence on consumer loyalty or not.

## **2. Literature Review**

### **Promotion**

Promotion is a persuasive information flow to direct someone to act of exchange in marketing (Dharmestha & Irawan, 2005). Promotion is all types of marketing activities aimed to encourage demand by using demonstration tools, exhibitions, demonstrations, gifts, samples of goods, and so forth (Dharmestha, 2005). While in the sharia perspective, promotion is an effort to deliver correct information on products or services to prospective consumers without any lie, fraud, or giving false information about a product (Daryanto, 2011). The purpose of promotion is to provide information, attract attention, educate, remind, and convince consumers of a product therefore the consumers are interested in buying the product (Alma, 2000).

### **Islamic Business Ethics**

Islamic business is a polite business, a business is full of togetherness and respect for each other's rights (Rivai & Usman, 2012). Islamic business ethics are the values of Islamic ethics in business activities have been presented from the perspective of the Qur'an and the Hadith which rely on 6 principles, consisting of truth, trust, sincerity, brotherhood, knowledge, and justice (Arifin, 2009). Thus, business ethics in Islamic sharia is the character of conducting business in accordance with Islamic values (Hasan, 2009). According to (Badroen 2007), there are at least four indicators of Islamic business ethics, namely justice, free will, responsibility and truth.

### **Consumer Loyalty**

Loyalty is a customer as a commitment to buy back products or services in the future (Kotler, 2010). According to Griffin, (2005) customer loyalty is a decision to make continuous purchases of goods or services of a selected company. Mention that there are three things can show consumer loyalty, namely recommendation, repurchase in the long-term, repurchase (Lovelock & Wright, 2002).

### **Effect of Promotion on Consumer Loyalty**

According to Dharmamesta (1999), several factors, which are influence on consumer loyalty namely product quality and promotion. Consumers will return to buy the same product if they are satisfied with the product. A strong combination of quality and advertising will create consumer loyalty in the long-term. In addition of quality and strengthened by advertising, brand loyalty can also be developed through promotion. Promotion is a marketing activity that seeks to spread information, influence/persuade, and remind the target market of the company and its products to be willing to accept, buy and be loyal to the products offered by the company concerned (Tjiptono, 2008). Based on the above explanation, a hypothesis is proposed as following.

H1: Promotion has a positive and significant effect on consumer loyalty.

### **Effect of Promotion on Purchase Interest**

Basically, promotion is all activities intend to communicate a product to the target market to provide information about the features, usefulness and its existence, to change attitudes or encourage people to act in this case buying (Hermawan, 2015). Promotion mix is personal selling, namely direct communication between sellers and prospective customers to introduce a product to

prospective customers and form a customer's understanding of the product therefore they will then try and buy it (Tjiptono, 2009). Advertising can increase brand awareness, encourage testing of the brand and emphasize repeated purchases (Prameswari & Astuti 2011). Based on the explanation above, the following hypotheses are proposed:

H2: Promotion has a positive and significant effect on consumer buying interest.

### **Effect of Buying Interest on Buying Decisions**

Promotion is a marketing activity that seeks to spread information, influence or persuade consumers to be willing to accept or be interested and then buy the products offered (Tjiptono, 1995). Good information will be able to improve the company's image, therefore buying interest increases, and ultimately increases purchases. Meanwhile, according to Daryanto (2013), promotion is a persuasive information flow that can direct someone to create buying interest and subsequently purchase transactions. Based on the explanation above, the following hypotheses are proposed:

H3: Buying interest has a positive and significant effect on consumer buying decisions

### **Effect of Buying Decisions on Expectations Fulfilled**

After consumers buy a product and service, consumers will evaluate the products and services whether they are in accordance with what is expected or not. Consumers who have fulfilled their expectations for a product or service are because they feel the benefits when the consumer makes a purchase (Schiffman, 2007; Reynolds & Beatty, 1999). Fulfilled expectations can only occur after consumers make a purchase. A customer who makes repeated purchases can be sure that the customer has fulfilled his expectations of a product or service he bought. Based on the explanation above, the following hypothesis is proposed.

H4: Consumer buying decisions have a positive and significant effect on consumer expectations.

### **Effect of Fulfilled Expectations on Consumer Satisfaction**

Fulfilled expectations will result in consumers feeling satisfied with a product. If the customer's expectations are fulfilled, a confirmation will occur, or the customer is satisfied (Zeithaml, et al, 2000). Customer satisfaction and dissatisfaction with products and services will affect subsequent behavior patterns (Mujiharjo, 2006). If the customer feels expectations are fulfilled, he will be satisfied and will show the magnitude of the possibility of repurchasing the product. Mentioning that customer satisfaction is the level of one's feelings arising after comparing the performance of the product received with expectations (Kotler & Keller, 2006). After buying a product, the consumer can compare the product if the performance received is lower than expected, then the consumer will feel dissatisfied. Conversely, if the performance received is as expected, then the consumer will feel satisfied. Based on the explanation above, the following hypothesis is proposed.

H5: Consumer expectations have a positive and significant effect on consumers.

### **Effect of Consumer Satisfaction on Consumer Loyalty**

Customer satisfaction contributes to a number of crucial aspects one of which is the creation of consumer loyalty (Edvardsson, 2000). The level of satisfaction felt by customers has consequences in the form of complaints or customer loyalty to the product or company. With the creation of optimal customer satisfaction will encourage the creation of loyalty in the minds of customers who are satisfied with the product or service (Mujiharjo, 2006). Likewise Anderson (1994) states that if the customer is satisfied with goods or the quality of services provided, it will lead to customer loyalty therefore the customer buying interest increases and makes customers loyal to the

company's products. In addition, among the factors influence customer loyalty is customer satisfaction (Mardalis, 2005). Customer satisfaction as someone's feelings of like or not to a product after he compared the performance of the product with his expectations. Whereas (Dick & Basu, 1994) explained that consumer satisfaction is one of several causes for the formation of consumer loyalty. Therefore, the higher customer satisfaction is expected to have a positive impact on consumer loyalty. Based on the explanation above, the following hypotheses are proposed:

H6: Consumer satisfaction has a positive and significant effect on consumer loyalty.

### **The Influence of Islamic Business Ethics Toward Consumer Buying Interests**

Factors determine buying interest include customer perceptions about the application of business ethics which focuses on three dimensions of business ethics, namely: Honesty, Fairness, and Truth. Consumers in choosing a product or service not only depend on the quality of service, but also depend on the value perceived by the customer (Fauzan & Nuryana, 2014). According to (Keraf, 2000), honesty becomes an important aspect of performing business, business will not last a long time and succeed if it is not based on honesty. Once a customer feels cheated there will be no interest in buying.

Satisfaction after handling complaints is the satisfaction felt by customers who submit complaints against service provider responses to brand complaints (Varela, 2010). The level of customer satisfaction after handling complaints is significantly influenced by business ethics, which is perceived justice (Kau, & Wan-Yiun Loh, 2006). According to Davidow (2003), good handling of complaints not only leads customers to increase desire or interest in making repeated purchases, but also lowers negative word of mouth recommendations. There is a link between handling complaints against consumers' desire to use these products again (Maxham & Netemeyer, 2002). Customers who are satisfied with handling complaints they feel can repurchase and can even provide positive word of mouth recommendations. Based on the explanation above, the following hypothesis is proposed.

H7: The application of Islamic business ethics in a company has a positive and significant effect on consumer buying interest

### **Effect of Islamic Business Ethics on Consumer Loyalty**

Business ethics has a close relationship with customer loyalty. Business ethics provides a booster for customers to establish strong relationships with the company. In the long term this kind of bond allows the company to carefully understand customer expectations and their needs. Thus, the company can increase customer satisfaction where the company maximizes a pleasant customer experience and minimizes a less pleasant customer experience so that customers become more loyal (Fauzan & Nuryana, 2014). Business cooperation (companies) will be long-lived and loyal consumers if there is honesty from all parties. Without that honesty, business cooperation becomes very fragile (Asy'arie, 1997). Business cannot last long and is successful if it is not based on honesty. Honesty in offering goods or services with comparable quality and prices. Honesty is a principle that is very important and relevant for good and durable business activities (Keraf, 2000). Trust is a dimension of business ethics that has a positive and significant effect on customer satisfaction. Culinary business in general does have to give trust to consumers, therefore the existence of trust gives satisfaction to a customer. Once a culinary business is not trusted by the customer, the customer will move to another (Fauzan & Nuryana, 2014). Based on the above explanation, the following hypothesis is proposed:



H8: The application of Islamic business ethics in a company has a positive and significant effect on consumer loyalty

### 3. Research Method

In line with the objectives to be obtained in this study, then this type of research is quantitative research. The population studied is all consumers of Kampoeng Banyumili Salatiga restaurants, therefore this study only uses a number of respondents selected as samples used by 100 respondents. The sampling method used in this research is *purposive sampling*. *Purposive sampling* is sampling based on research needs. This means that each unit/individual taken from the population is deliberately chosen based on certain considerations (Purwanto & Sulistyastuti, 2007). Primary data is obtained directly from the object of research in the form of a survey of consumers Kampoeng Banyumili Salatiga consumers as respondents through questionnaires, explanations and information from parties Resto Kampoeng Banyumili Salatiga. While secondary data obtained from literature, journals or data related to research.

The research variables consist of independent variables, namely: Promotion (X1), Islamic Business Ethics (X2), Purchase Interest (Z1), Buying Decision (Z2), Expectations fulfilled (Z3), Satisfaction (Z4), Consumer Loyalty (Y). Data collection used in this study was through interviews, questionnaires and documentaries. In this study, the writer directly conducted an interview to the management of Resto Kampoeng Banyumili Salatiga as one of the supporters who strengthened the data. In addition, the research questionnaire was distributed to consumers who were purchasing the Kampoeng Banyumili Salatiga restaurant.

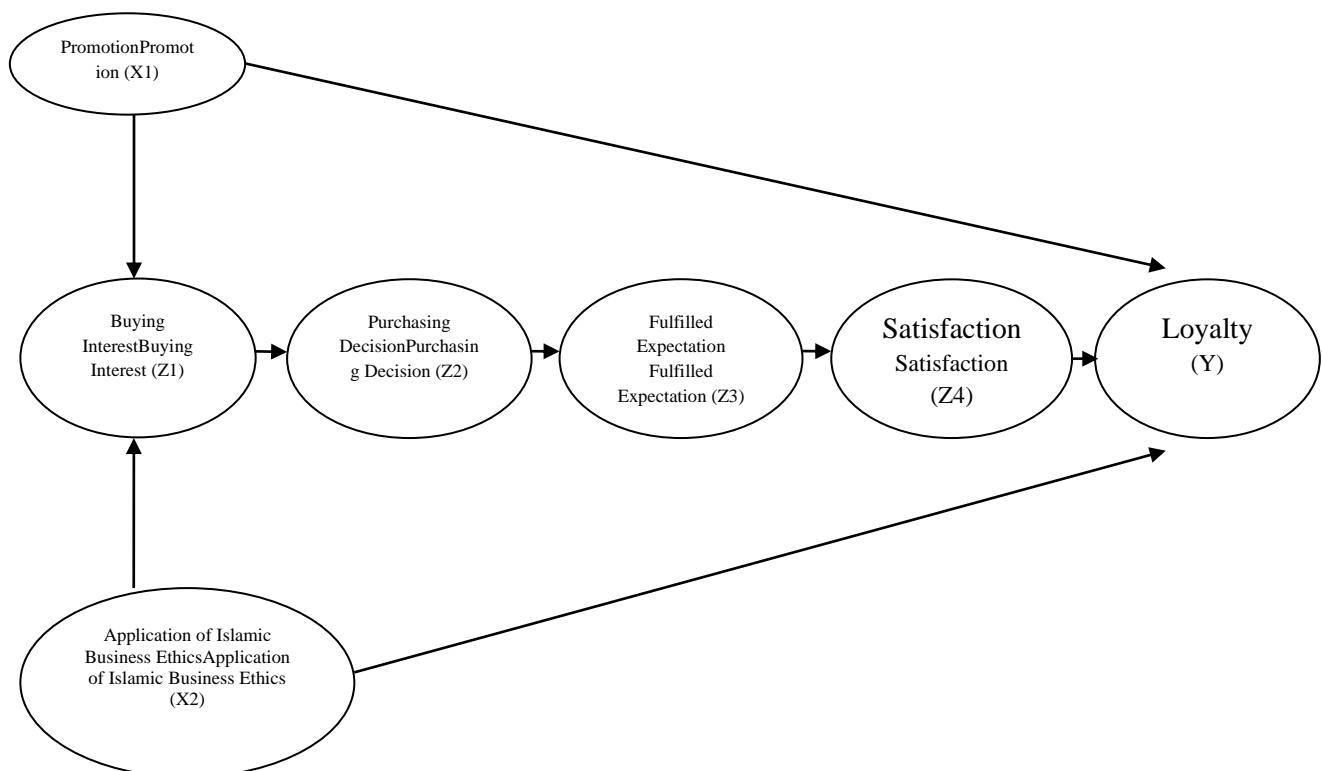


Figure 1 Conceptual Research

The answer to the questionnaire given was to give a sign (√) on a scale of attitude 1-10 which was perceived to be most correct by the respondent on the questions in the questionnaire. The measurement scale used is an ordinal measurement scale, used to measure the respondent's attitude to an answer. The measurement scale is divided into several scales, each scale having an assessment

score between 1-10, where a score of 1 for respondents' answers is very low to a score of 10 for respondents' answers which is very high. The use of a scale of 1-10, given that scale is commonly used in marketing research journals and to avoid any doubtful answers (*central tendency effect*).

To analyze data, the Structural Equation Modeling (SEM) of the AMOS 2.2 statistical software package is used in the model and hypothesis assessment. The equation model used is structural. *Structural Equation Model* (SEM) is a set of statistical techniques, which enable the testing of a series of relatively complex relationships simultaneously (Ferinand, 2000). The research framework can be illustrated in Figure 1.

#### 4. Result and Discussion

This study involved 100 respondents consisting of 44 respondents (44.0%) male sex and 56 respondents (56.0%) female sex consisting of 7 respondents (7.0%) worked as students, 16 respondents (16.0%) worked as Private employees, 48 respondents (48.0%) work as civil servants, 4 respondents (4.0%) work as entrepreneurs, and 25 respondents (25.0%) work as others. Based on age it is known that 9 respondents (9.0%) are aged 18-25 years, 47 respondents (47.0%) aged 26-35 years, 39 respondents (39.0%) aged 36-45 years, and 5 respondents (5.0%) aged > 45 years. Most respondents in this study subscribed frequency > 3 times.

The average response of respondents regarding the promotion of 6.87. This means that on a scale of 10 promotions at the Kampoeng Banyumili Salatiga are categorized quite well. The average response of respondents about Islamic business ethics is 7.061. This means that on a scale of 10 Islamic business ethics in Resto Kampoeng Banyumili Salatiga is categorized as good. The average response of respondents about buying interest is 5.87. This means that on a scale of 10, buying interest in the Kampoeng Banyumili Salatiga is quite good. The average response of respondents regarding buying decisions is 7.16. This means that on a scale of 10 buying decisions at Banyumili Kampoeng Salatiga Resto are categorized as good. The average response of respondents regarding expectations was met by 7.262. This means that on a scale of 10 expectations fulfilled in Resto Kampoeng Banyumili Salatiga is categorized as good. The average response of respondents regarding satisfaction is 7.605. This means that on a scale of 10 satisfaction at the Kampoeng Banyumili Salatiga is categorized as good. The average response of respondents regarding loyalty is 7.653. This means that on a scale of 10 loyalty to the Kampoeng Banyumili Salatiga is categorized as good.

Validity test is used to view the strength of the relationship between the observed variables to the underlying latent variable, then the loading factor value is examined. Testing uses AMOS output on the loading factor. The question item is said to be valid if it has a *factor loading*  $\geq 0.50$ . And all items in this study have a *loading factor* value  $< 0.5$ . Therefore, all question items are declared valid. Then, whole question item is used in path analysis using Amos.

#### Reliability Testing

The reliability test is used to measure the internal consistency of the measuring instrument. Reliability shows the accuracy, consistency and accuracy of a measuring instrument in making measurements. If the Cronbach alpha value  $> 0.8$ , then it is categorized as good reliability, if the value is 0.6 - 0.79, then the reliability category is accepted, and if the value  $< 0.6$  is categorized as not reliable. The reliability test results are presented as Table 1.

Table 1 Results of Reliability Test

	Variable	$\Sigma\lambda$	$(\Sigma\lambda)^2$	$\Sigma e$	CR	Conclusion
PR	Promotion	3.654	13.352	0.654	0.953	Reliable
MB	Buying interest	6.098	37.186	1.650	0.958	Reliable
	Islamic business					Reliable
EBI	ethics	12.024	144.577	1.854	0.987	
KM	Purchasing decision	3.809	14.508	0.372	0.975	Reliable
ET	Fulfilled expectation	3.795	14.402	0.397	0.973	Reliable
LK	Consumer loyalty	5.533	30.614	0.885	0.972	Reliable
KP	Satisfaction	3.682	13.557	0.606	0.957	Reliable

Based on the results seen in the Table 1 shows that the latent variables used in this study have good measurement consistency because the construct reliability value  $> 0.6$ .

### Goodness of Fit Test

The results of various *fit index* calculations used to measure the degree of conformity between models are presented as Table 2.

Table 2 Summary of *goodness of fits* test

No	Index	Referenced Value	Score	Criteria
1	X2 chi-square	Expected to be small	1459.072	Not fit
2	Probability	$> 0.05$	0.000	Not fit
3	CMIN/ DF	$\leq 2$	1.920	Fit
4	GFI	$\geq 0.90$	0.915	Fit
5	AGFI	$\geq 0.90$	0.904	Fit
4	RMSEA	$\leq 0.08$	0.079	Fit
5	TLI	$\geq 0.90$	0.926	Fit
6	CFI	$\geq 0.90$	0.935	Fit

### Chi Square and significance probability

The purpose of this analysis is to develop and test whether a model is compatible with the data. Chi square is very sensitive to samples that are too small or too large. Chi-square value obtained is 1459.072 with a probability value of 0.000. The calculation results obtained that the probability value  $< 0.05$ , which means the size of *goodness of fit* in chi square and the significance of probability does not fit.

### Root Mean Square Error of Approximation (RMSEA)

RMSEA is a measure that tries to improve the tendency of *chi square statistics* to reject models with a large sample size. RMSEA value  $\leq 0.08$ . then the model created means fit which means it indicates a good index to accept the suitability of a model (Ghozali, 2009). The value obtained is 0.079 then it can be concluded that the model used is in accordance with the expected value, so that the goodness of fits RMSEA is declared fit.

### CMIN/DF

CMIN / DF is a measure obtained from the *chi square* value divided by *degree of freedom*. This index is a *parsimonious* conformity index that measures the relationship of the *goodness of fit model* and the estimated coefficient amounts expected to reach the level of conformity. The



good value limit is  $\text{cmin/df} < 2$ . The value obtained is 1.920. This value indicates that the model is good (fit).

### Tucker Lewis Index (TLI)

TLI is an incremental conformity index that compares the tested model with the baseline model. TLI is used to overcome problems that arise due to the complexity of the model (Ghozali). The recommended receiving value is a TLI value  $\geq 0.90$ . TLI is an index that is less affected by sample size. The value obtained is 0.926 so it can be concluded that the goodness of fits TLI is good (fit).

### Comparative Fit Index (CFI)

CFI is also an *incremental* conformity index. The magnitude of this index is in the range of 0 to 1 and values close to 1 indicate the model has a good level of conformity. This index is highly recommended because it is relatively insensitive to sample size and is less influenced by the complexity of the model. The recommended acceptance value is  $\text{CFI} \geq 0.90$ . The value obtained is 0.935. Therefore, the goodness of fits CFI is already good (fit).

Based on this information, it can be concluded that overall the specified model obtained 6 indicators of *goodness of fits* categorized as fit while the rest are not fit, then it can be concluded that the overall *goodness of fits* test is stated to be quite good.

## Hypothesis Testing

Hypothesis testing is based on probability values. Both variables are stated to have an effect if the probability value is less than 0.05. Based on the theories put forward and the conceptual framework the model is used as Figure 2.

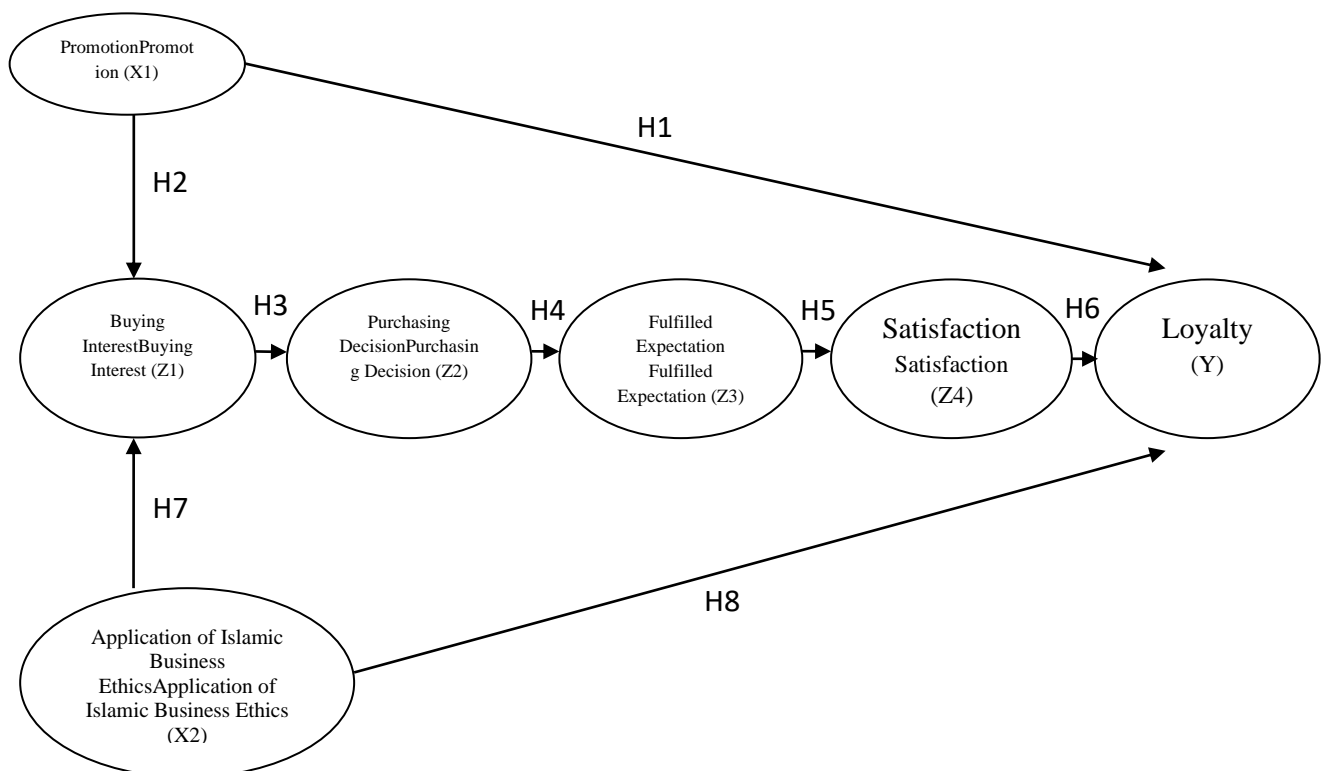


Figure 2. Conceptual framework

Table 3. Summary of hypothesis testing

	Hypothesis	Estimate	S.E.	C.R.	P	Label
promotion	→ consumer loyalty	-0.022	0.037	-0.586	0.558	Not significant
promotion	→ buying interest	0.340	0.065	5.237	***	Significant
buying interest	→ purchasing decision	0.273	0.047	5.816	***	Significant
purchasing decision	→ fulfilled expectation	0.775	0.063	14.624	***	Significant
fulfilled expectation	→ satisfaction	0.775	0.063	12.320	***	Significant
satisfaction	→ consumer loyalty	0.412	0.088	4.694	***	Significant
Islamic business ethics	→ buying interest	0.314	0.061	5.149	***	Significant
Islamic business ethics	→ consumer loyalty	0.374	0.060	6.288	***	Significant

### Hypothesis 1 regarding the effect of promotion on consumer loyalty

Based on Table 3 it can be concluded that promotion influences consumer loyalty is not accepted. This reinforces previous research conducted Selang (2013), which found that promotion had no significant effect on customer loyalty. Promotion strategy partially did not significantly influence consumer loyalty (Supandi, 2009; Anggia, Kawet, & Ogi, 2015).

### Hypothesis 2 regarding the effect of promotion on buying interest

Based on Table 3 it can be concluded that promotion influences buying interest is received. This is in accordance with the analysis Tjiptono (1995), which stated that personal selling to introduce a product to prospective customers and form a customer's understanding of the product so that they will then try and buy it. Other studies Prameswari and Astuti (2011) suggest that advertising can grow consumer buying priorities.

### Hypothesis 3 regarding the effect of buying interest on buying decision

Based on Table 3 it can be concluded that buying interest has an effect on buying decision is accepted. This is in accordance with the analysis Tjiptono (1995), that promotion is a marketing activity that tries to spread information, influence or persuade and remind target markets of companies and their products to be willing to accept or be interested and then buy. Also according to the analysis Daryanto (2013), that good information will be able to improve the company's image, therefore the buying interest increases, and ultimately increases purchases and sales.

### The influence of buying decision on fulfilled expectations

Based on Table 3 it can be concluded that the buying decision influencing the fulfilled expectations is accepted. This is consistent with the description (Schiffman & Kanuk, 2007). Consumers will evaluate whether the products and services are as expected or not. Also explaining that consumers who have fulfilled their expectations for a product or service one of them is because these consumers perceive high social and functional benefits occur when consumers make purchases (Reynolds and Beatty, 1999).

Fulfilled expectations can only occur after consumers make a purchase. A customer whose expectations are not fulfilled then it is impossible to make repeated purchases, but a customer who makes repeated purchases can be sure that customer expectations have been fulfilled for a product or service purchased (Zeithaml, 2000).

### **Influence of fulfilled expectations on satisfaction**

Based on Table 3 it can be concluded that the fulfilled expectations affect the satisfaction is accepted. This is according to the description Zeithaml (2000) that the expectations that are met will cause consumers to feel satisfied with a product. Customers form expectations that will become the standard for assessing the actual performance of a product or service. If what the customer expects is fulfilled, there will be a *confirmation*, or the customer is satisfied. Also according to the description Mujiharjo (2006), that if the customer feels expectations are fulfilled, he will be satisfied and will show the possibility of repurchasing the product.

Likewise, Kotler and Keller (2006), stated that consumer satisfaction is the level of one's feelings that arise after comparing the performance of the product received with expectations. After buying a product if the performance received is as expected, then the consumer will feel satisfied.

### **Effect of satisfaction on customer loyalty**

Based on Table 3, it can be concluded that satisfaction affects consumer loyalty is accepted. This is according to the analysis Mujiharjo (2006), that customer satisfaction contributes to a number of crucial aspects, one of which is customer loyalty. With the creation of optimal customer satisfaction, it will encourage the creation of loyalty in the minds of consumers who are satisfied with the product or service.

In addition, according to Mardalis (2005), among the factors that influence customer loyalty is Customer Satisfaction. Consumer satisfaction is one of several causes for the formation of consumer loyalty (Dick & Basu, 1994). The results of the study Cronin and Taylor (1992) also explained that consumer satisfaction is able to provide a potential direct effect on customer loyalty. Therefore, the higher customer satisfaction is expected to have a positive impact on customer loyalty.

### **The influence of Islamic business ethics on buying interest**

Based on Table 3, it can be concluded that Islamic business ethics influences the buying interest is accepted. This is consistent with the opinion Kerat (2000), the dimension of business ethics is honesty. Honesty becomes an important aspect in running a business, a business cannot long lasting and be successful if it is not based on honesty. Once the customer feels cheated, there will be no interest in buying even the customer will give a negative recommendation to the company.

Also in accordance with the findings Davidov (2003) good complaint handling not only leads customers to increase desire or interest in making repeated purchases, but also decreases negative word of mouth recommendations and increases positive word of mouth recommendations (Davidow, 2003). The level of customer satisfaction after handling complaints is significantly influenced by business ethics, namely perceived justice by the consumers (Kau, & Wan-Yiun Loh, 2006).

The relationship between handling complaints against consumers' desire to use the product again (Maxham & Netemeyer, 2002). Customers who are satisfied with handling complaints they feel can repurchase and can even provide positive word of mouth recommendations.

### **The influence of Islamic business ethics on consumer loyalty**

Based on table 3 it can be concluded that Islamic business ethics has an influence on consumer loyalty is accepted. This is consistent with the findings Fauzan and Nuryana (2014), that business ethics has a close relationship with customer loyalty. Business ethics provides a booster for customers to establish strong relationships with the company. In the long term this kind of bond allows the company to carefully understand customer expectations and their needs. Thus, the company can increase customer satisfaction where the company maximizes a pleasant customer experience and minimizes a less pleasant customer experience and therefore the customers become more loyal.

Also, in accordance with the description Ash'arie (1997) that Honesty turns out to be a solid foundation for every business. Business cooperation (companies) will live long and loyal consumers if there is honesty from all parties. Without that honesty, business cooperation becomes very fragile.

## 5. Conclusion

Based on the results of the analysis, it can be concluded that; First, promotion has no significant effect on consumer loyalty. Second, promotion has a positive and significant effect on buying interest. Third, buying interest has a positive and significant effect on buying decisions. Fourth, buying decisions have a positive and significant effect on expectations fulfilled. Fifth, fulfilled expectations has a positive and significant effect on satisfaction. Sixth, satisfaction has a positive and significant effect on customer loyalty. Seventh, Islamic business ethics has a positive and significant effect on buying interest. And eighth, Islamic business ethics have a positive and significant effect on consumer loyalty.

Although the promotional mix does not directly influence the consumer loyalty of Kampoeng Banyumili Restaurant Salatiga, but the promotional mix has a direct and significant effect on buying interest and subsequent in buying decisions, expectations are fulfilled, satisfaction and finally loyalty of consumers of Kampoeng Banyumili Restaurant Salatiga, therefore the writer suggest Kampoeng Banyumili Restaurant Salatiga in order to maintain or increase sales through a promotional mix (advertising, personal selling, sales promotion and publicity). Even more effective, Kampoeng Banyumili Restaurant Salatiga is expected to increasingly carry out promotional activities because even though promotion does not directly affect consumer loyalty, the promotional mix can increase consumer buying interest and ultimately increase sales and indirectly affect consumer loyalty.

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